



Thank you for
taking the

GO GREEN! Business Pledge

and Supporting
Your Local
Environment
and Economy

GoGreenGoLansing.com

*Thank you for taking the **GO GREEN! Business Pledge**. As you know, the goal of the Greater Lansing Go Green! Initiative is to promote and encourage environmentally conscious business practices in the Lansing region. Going Green can actually improve your company's public perception, reduce waste and utility costs, attract new clients, and provide a safer environment for employees and customers. With the support of businesses like yours, Greater Lansing can become a cleaner, greener place to live, work and play. Please use the following information to improve upon or instill greener practices in your business and community.*



A handwritten signature in black ink, which appears to read "Virg Bernero".

Virg Bernero
Mayor of Lansing

Enclosed you will find an official Go Green! Initiative decal for your business' storefront window. Let Lansing know you've taken the Go Green! Business Pledge and display this decal with pride.

Our Business Pledged!



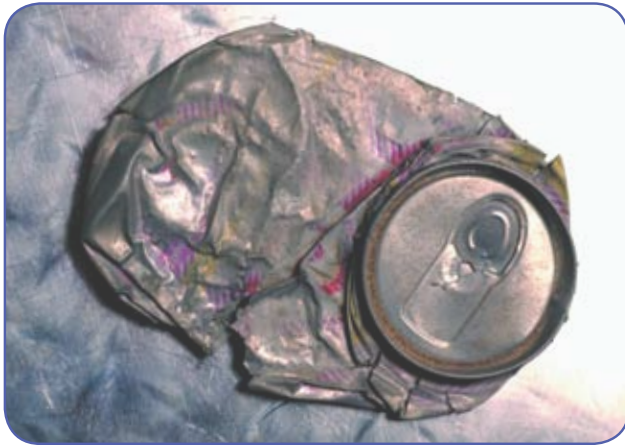
**Greater
Lansing
GO GREEN!
Initiative**

www.GoGreenGoLansing.com

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*Plastic bags and other plastic garbage thrown into the ocean kill as many as **1,000,000** sea creatures every year*

*Every year, each American throws out about **1,200 pounds of organic garbage** that can be composted*



The United States is the #1 trash-producing country in the world at 1,609 pounds per person per year

This means that 5% of the world's people generate 40% of the world's waste

During the time it takes you to read this sentence, 50,000 12-ounce aluminum cans are made

*There is no limit to the amount of times aluminium can be recycled. This means an aluminum can that is thrown away today could potentially remain a can for **thousands of years** to come*

Americans use 85,000,000 tons of paper a year; about 680 pounds per person



*On average, per ton, it costs
\$30 to recycle trash,
\$50 to send it to a landfill, and
\$65 to \$75 to incinerate it*

*Recycling a single run of the Sunday
New York Times would save 75,000 trees*

*If all our newspaper was
recycled, we could save about
250,000,000 trees each year*

*Every month, we throw out enough glass
bottles and jars to fill up a giant skyscraper
All of these jars are recyclable*

*If you were to
walk for one mile
along an average
highway in the
United States, you
would see more
than **1,400**
pieces of litter*



How can my business encourage alternative transportation?

- Encourage employees to walk/bike/ use alternative transportation to and from meetings and lunch breaks
- Invest in videoconferencing and other technological solutions that can reduce the amount of travel
- Give incentives for employees to live within walking/biking distance
- Implement a car-pool program
- Set aside special car/van pool parking spaces
- Allow employees to telecommute
- Provide bus passes for employees
- Encourage employees to consolidate trips
- Provide Employees with secure bicycle parking
- Consider switching your companies vehicle fleet to biodiesel fuel
- Institute an idle reduction policy amongst your drivers

How can my business reduce waste?

- Require double sided printing and copying for multi-page documents
- Use electronic files rather than paper files
- Use software that allows faxing directly to computers without printing
- Order supplies via the internet or phone instead of using paper forms
- Keep a stack of scrap paper near printers/fax machines and use it for fax cover sheets, drafts, internal memos, etc.
- In the company kitchen/break room, eliminate disposables by using permanent ware (mugs, dishes, utensils, etc.)
- Purchase office equipment that is durable, repairable, and/or recyclable
- Set up a bulletin board for memos to minimize individual copies
- If you are a retailer, offer a small incentive for customers who bring in their own shopping bag, coffee mug, etc.
- Donate unwanted but usable items (furniture, appliances, electronics, etc.) to local churches, schools, community organizations, etc.
- Install high-efficiency air hand dryers to eliminate paper towels in restrooms
- Install low-flow toilets and urinals
- Install ceiling fans to increase air circulation and reduce need for air conditioning
- Install quick closing toilet flappers

*According to Office Depot, each **remanufactured toner cartridge** "keeps approximately 2.5 pounds of metal and plastic out of landfills...and conserves about a half gallon of oil."*

Time magazine reported that “heating, cooling and powering office space are responsible for almost 40% of carbon dioxide emissions in the U.S. and gobble more than 70% of total electricity usage...[and] **computers in the office burn \$1 billion worth of electricity annually—and that’s when they’re not producing a lick of work.**” “Going Green at the Office” June 7, 2007

How can my business reduce our energy use
and switch to alternative energy?

- Set computers to sleep mode or turn them off when not in use
- Use light switch reminders to remind employees to turn off lights
- Turn-off unnecessary lights where possible
- Replace incandescent light bulbs with compact fluorescent lamps
- Purchase energy star rated equipment
- Use weather stripping to close air gaps around doors and windows
- Install or use plug load occupancy sensors that switch equipment off after hours
- Replace inefficient or broken windows with double pane energy-efficient windows
- Use rechargeable batteries rather than single use batteries
- Institute a policy to turn off equipment when not in use
- Participate in the Board of Water & Light’s Greenwise Energy Program
- Perform an energy assessment for your facility
- Install a programmable thermostat
- Use electronic equipment with energy saving features, such as Energy Star rated products
- Upgrade existing fluorescent lighting with energy efficient (t-5 or t-8) lamps with electronic ballasts
- Use of solar energy sources/equipment where feasible
- Use an energy management system to control lighting in low occupancy areas

How do I purchase more environmentally friendly products for my business?

- Buy copy, computer, fax and other paper products made from 35-100% post consumer waste
- Purchase unbleached paper products (towels, napkins, copy/computer paper, etc.)
- Brighten up your cubicle with plants, which absorb indoor pollution
- Purchase products that are shipped in returnable or re-usable containers
- Replace aerosol products with non aerosol alternatives
- Use cleaners that are biodegradable, non toxic, or have low toxicity
- Choose vendors that take back products after they are no longer useful
- If you are a retailer, stock and sell fair trade, locally produced, or other environmentally responsible products.
- Use paints that contain low volatile organic compounds (VOC's)
- Purchase and utilize alternative vehicles and fuels

Since the 1950s consumption of plastic has increased by 2000%

**Today, American's throw away roughly
2 million plastic bottles every hour**

How can my business recycle more efficiently?

RECYCLE ANY AND/OR ALL OF THE FOLLOWING ITEMS

- Newspaper
- Office paper
- Junk mail
- Beverage containers
- Grease
- Other Items
- Solvents
- Cardboard
- Printer cartridges
- Cell phones
- Oil

LOCAL RECYCLING OPTIONS

- **City of Lansing Waste Reduction Services**
www.cityoflansingmi.com/pubserv/wastereduction/index.jsp
- **Granger Container Service**
www.grangernet.com
- **Friedland Industries**
www.friedlandindustries.com
- **Iron Mountain**
www.ironmountain.com
- **Shred It**
www.shredit.com

Every **ton of paper** recycled saves 3,000 liters of water and 95% of the emissions

Recycling **one aluminium can** can save enough energy to run a TV for 3 hours or a 100 watt light bulb for 20 hours

COMPOST FOOD AND LANDSCAPE WASTE

For additional help on making your workplace a greener environment, check out these resources

- **City of Lansing Waste Reduction Services**
www.cityoflansingmi.com/pubserv/wastereduction/index.jsp
- **Lansing Board of Water and Light**
www.lbwl.com/gwp.asp
- **CATA Commuter Services - Clean Commute**
www.cata.org/cleancommute/index.html
- **Mid-Michigan Environmental Action Council (Mid-MEAC)**
www.midmeac.org/smartcommute.html
- **Michigan Recycling Coalition**
www.michiganrecycles.org
- **Practical Energy Solutions**
www.urbanoptions.org
- **Earth 911 - The Nation's Premier Environmental Resource**
<http://earth911.org>
- **Tree Hugger**
www.treehugger.com
- **Green Living Ideas**
<http://greenlivingideas.com>
- **Energy Star**
www.energystar.gov
- **Greater Lansing Area Clean Cities**
www.cityoflansingmi.com/CleanCities/

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Virg Bernero, Mayor



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